

Quote

THE WEEKLY DIGEST

Volume 14

INDIANAPOLIS, INDIANA, JULY 27-AUGUST 2, 1947

Number 5



MAY WE *Quote* YOU ON THAT?

Commenting on a new process to develop nylon from corn, BILL VAUGHAN, of the *Kansas City Star*, this wk quipped: "They'd better get busy trying to develop corn from nylon." It was no idle jest. Heavy spring rains delayed corn planting. Now an unseasonably chill summer has virtually stopped growth of mid-west's prime money crop. Corn, at this date, should be nearly head-high. Much of it scarcely tickles farmer's knee-cap. He isn't amused. Result will be a record quantity of soft grain. (Corn will not harden after frost strikes.) Agricultural agents are educating growers on use of blowers and dryers to harden grain artificially, but only fraction of crop can be thus treated. Grain men, back from Russia, report Soviet bumper wheat crop this yr—possibly 1.2 billion bushels. This probably means an exportable surplus. While amt may not be large, STALIN will know how to use it to best political advantage. This bait could break the Western bloc under the so-called "MARSHALL plan" (1st proposed by STASSEN) unless U S keeps conveyor belt loaded with regular rations.

Treasury men are betting about half the GI terminal leave bonds will be promptly cashed and spent. Total issue close to \$2 billion.

Dr RAYMOND B FOSDICK, pres of Calif Inst of Technology: "We have one foot in a civilization that is dying, and another foot in a civilization that is struggling to be born." 1-Q

HERBERT HOOVER, former pres of U S: "The conclusion seems to me irrefutable that as the result of our rate of giving and lending we are over-exporting goods and cannot continue at such a rate with our present production and consumption without further evil consequences to our stability." 2-Q

Dr EMIL M HARTL, Boston, Mass, director of famed Chas Hayden Good Will Inn for Boys, urging human race make selective breeding an ultimate goal: "The Nazis believed in selective breeding, but ...they used the theory that a whole race was bad. I believe it is a matter of individuals. There is a ceiling within people. I believe that ceiling is set by heredity and I'd like to see the idea proved or disproved." 3-Q

CLINTON P ANDERSON, Sec'y of Agriculture: "Our food basket is not inexhaustible." 4-Q

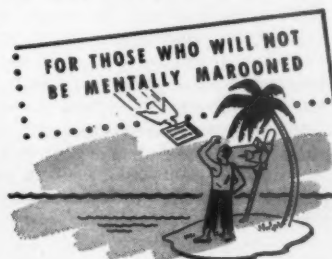
EDWIN LUKAS, exec director, Nat'l Society for Prevention of Crime, citing threat that U S will develop another "lost generation": "During the war, normal life was disrupted and many children failed to receive the direction, care and recreation they should have had..."

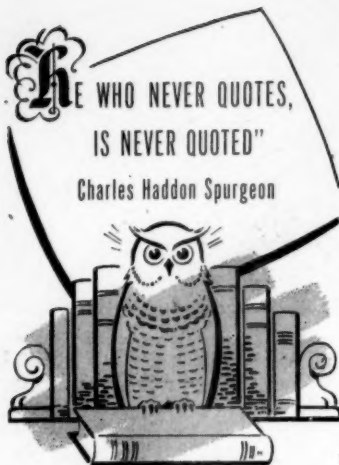
Today, these same youngsters, now in their teens, have to compete with veterans for jobs, girls and places in college. These conditions do not build the strongest human mat'l." 5-Q

ROS'T M HUTCHINS, chancellor, Univ of Chicago: "Our wartime and postwar genius has produced disease and famine-spreading devices which will wipe out our victims who escape from our bombs. But it is thought that the imitative Russians have been fiendish enough to produce these same devices." 6-Q

Dr ROS'T H MONTGOMERY, Univ of Tex economics prof who helped Army pick war-time A-bomb targets, declaring Russians are not thinking of war: "They are not completely crazy. In 24 hrs we could wipe out 75 million Russians and not lose 100 men. They know it." 7-Q

PAUL RAMADIER, Premier of France: "The hr has really come for Europe to organize or die." 8-Q





ACHIEVEMENT—1

As a wise Frenchman has said, "You can generally win if you are careful not to triumph." — W R INGE, *Our Present Discontent*. (Putnam)

AGE—2

The Grecian ladies counted their age from their marriage, not from their birth.—HOMER.

ATOMIC AGE—3

In event of an all-out atomic war, insects would come out on top not only because of their greater numbers but because they are able to survive from 20 to 40 times the dosage of radiation that would kill a man.

Number 2 survivors would be rats, who, tho less so than insects, are considerably more resistant than humans to the radiation generated by nuclear fission. According to the Dep't of the Interior, incidentally, rat population of this country is now about equal to the human population.—*Chicago Sun*.

BUSINESS—4

If you had 200 umbrellas, and every rainy day you lent them to any person who might walk in, ask for one, and leave a name and address — how many umbrellas would you have left after 6 mo's?

A women's apparel shop in Cincinnati has been doing just such lending ever since last February as part of the store service—and offers an interesting answer: After

6 mo's of this trusting service, a census of the umbrella stock shows: Umbrellas on hand, 197; storm casualties, 1; swiped by public, 2; new acc'ts opened, many.—*Better Way*.

CHILDREN—Observation—5

The school inspector, to test the faculty of observation in the pupils, crossed the platform, shifting his fountain pen from one pocket to the other.

"Now," he asked, "what did I do?"

A small girl held up her hand. "You crossed in front of the teacher without saying 'Excuse me.'"—*Christian Observer*.

CONSCIENCE—6

The nice old lady smiled at the little girl who had been left in charge of the cake shop.

"Don't you sometimes feel tempted to eat one of the cream puffs, my dear?" she said.

The little girl was quite shocked. "Of course not. That would be stealing. I only lick them."—*Transit News*.

DEMOCRACY—7

The only things which are wrong about our Gov't are the things which are wrong with you and me. Democracy is never a thing done; it is and always will be a goal to be achieved. It means action, not passive acquiescence in things as they are; it requires alertness to duty, a dynamic faith, a willingness to give for the good of all. It can live only as a result of loyalty and devotion to its principles expressed by daily deeds.—DOUGLAS L EDMONDS, quoted in *Forbes*.

DISCIPLINE—Self—8

Demosthenes, the stuttering Greek who wanted to become an orator, built himself an underground study. He planned to spend his entire time there for a while, but knew he'd be tempted to go out. So he shaved one side of his head, making himself look so ridiculous he was ashamed to be seen!—WEBB B GARRISON, *Coronet*.

EDUCATION—Adult—9

The extent of the public thirst for more education has just been measured in a coast-to-coast sur-

vey in which adults in the voting population of all the 48 states were asked: "Would you like to attend classes and take special courses for adults in some school or college?" The results show that 41% or approx 2 people in every 5 adults in the voting population, would want to enroll.—GEO GAL-LUP, Director, *American Inst of Public Opinion*.

They DO Say...

Current soap adv appears to have reached a new height: A prominent product is now boasting that one pkg contains enough suds "to stand 52 ft high on a ping-pong table!" Handy bit of information... Ever wonder who makes the initial choice of some of the lurid pulps on the mkt? N Y publishing house employs 3 ordinary, uneducated girls to read thru submitted mss of "pulp" fiction. If the stuff interests them, it is published. But, just as soon as their tastes show any signs of improvement, they are replaced... HY GARDNER quotes simple reasoning by MARJORIE PAUL, Miami model, why U S Treasury reproduces pictures of famous men, not women, on bank notes. Says she, it's because money talks—and women argue! DAVID DEUTSCH observes, without comment, that publication *My Baby* is located at 1 E 53rd St, in N Y, which address happens to be just above the Stork Club.

EGO—10

An inflated ego is just about puncture-proof.—HOWARD W NEWTON, *Redbook*.

ENCOURAGEMENT—11

Encouragement is like premium gasoline; it helps to take the knocks out of living.—O A BATISTA, *Everybody's Wkly*.

A pat on the back, tho only a few vertebrae removed from a kick in the pants, is mi's ahead in results.—MERLE BEYNON, "Sell Your Business," *Trained Men*, 5 & 6-'47.

FAITH—12

A small boy was once flying a kite in a fog. "Con," asked a neighbor who had been watching him, "how do you know you have

a kite on the other end of that string? You can't see it."

"Oh, I know it's there, all right," the lad repl'd. "I can feel it pull."
— S KENDRICK GUERNSEY, "After Understanding—Action!" *Rotarian*, 7-'47.

FREEDOM—13

Freedom is something which many people are unwilling to extend to others while claiming it for themselves. — *Oskaloosa (Ia) Tribune Press*.

GOAL—14

A famous coach, training the track squad of his univ, found a husky freshman busily tossing the weight, with a tall white stake planted at least 30 ft beyond his longest throws.

"Is that your best one?" asked the coach.

"Gosh, no!" the lad repl'd. "That's the mark I've got to beat."
— ERNEST S WOOSTER, "Where Are You Going?" *Toastmaster*, 7-'47.

GOV'T—15

The individual's blind spot is that he has come to regard political democracy not as a way of life in which he is an active participant, but primarily as a spectator-sport in which he sits in the grandstand. Thus he has no intention of suppressing anybody himself, but simply calls on the handful of players down on the field of gov't to get on with the suppressing.—LESLIE ROBERTS, "The Anatomy of Suppression," *Montrealer*, 6-'47.

INDUSTRY—16

In its present structure, our industrial goose is capable of laying the most glittering and magnificent eggs the world has ever known. True enough, it sometimes quits laying, as it did in '29, and the eggs often don't go to the right people. But are we really going to cure these bad habits by chopping the goose into a thousand little

goslings?—JOHN FISCHER, "The Lost Liberals," *Harpers*, 5-'47.

Appeal

Provoked by wks grotesquely named

And by officialdom proclaimed, If I could, I would bespeak

A novel "Nothing-Special Wk!"

—W E FARBSTEIN, *N Y Times Magazine*.

17

INFLATION—18

Living costs in the U S have risen but a report by Internat'l Labor Office shows that inflation is much greater elsewhere. Shanghai's living costs are more than 4,400 times those of '37 base period used in the ILO study. In Chungking food and other necessities thru May '46 soared 2,300 times over '37. The U S figure, in Nov '46 was 48% above '37. Japan was up 48 times, or 4,800%, Rome 19 times, France 9 times, and Indo-China 20 times. Extreme inflation in Hungary raised Budapest prices thru May '46 to 235,795,000 times those in August '39, with food at 399,993,000 times up, in terms of the Hungarian pengo.—*Nat'l Canvas Goods Mfrs Review*.

LABOR—Unions—19

Reliable surveys have shown that the prime force moving men to join unions is psychological—the desire to stop being an underdog and to assume collectively a dignity comparable to that of the employer. It is no accident, for example, that one of the most popular union songs is "We Shall Not Be Moved." Very few union songs are concerned with wages or working conditions, whereas most of them proclaim the dignity of the worker in co-operation with his fellows.—KERMIT EBY, "Christian Industrial Relations," *Christian Century*, 7-16-'47.

MARRIAGE—20

Advice to maidens: Don't marry a man to reform him. The

rites never right him and the altar won't altar him. — *Master Barber & Beauticians Magazine*.

MUSIC—21

Music takes up the thread that language drops. — SIDNEY LANIER, quoted in *Sterling Sparks*, hm, Sterling Grinding Wheel Division, Tiffin, O.

ORIGIN—"Spinster"—22

When spinsters were women whose occupation was spinning, the title was widely used as a mark of respect for both single and married women. But, since married women with families had other responsibilities, spinning became more and more the occupation of single women. Soon most professional spinsters were unmarried and, in the course of time, *spinster* came to mean any unmarried women.—B G WEBB, *Today's Woman*.

PRODUCTION—U S vs British—23

Three thousand British workers have produced more than 3,000 American workers on the same kind of job in an equivalent period of 6 wks—on an average, by 10% each wk.

This statement was issued by a chief of the Hoover Company after an analysis of production results to find the ratio of production between Britain and America.—*Oversas and Transatlantic Mail*. (London)

PUBLIC OPINION—24

The attempt of either mgt or labor to win public opinion to its side alone is in itself no solution. The job of mgt, as it is of labor, is to put its own house in order so that it can begin to develop a public opinion that will itself look beyond the conflicting claims of group interest. There is no shortcut to this goal.—EDW L BERNAYS, "Human Relations—the Way to Labor-Mgt Adjustments," paper presented at 23rd Annual Industrial Conference, Pa State College.

LUCY HITTLE, Editor

QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana, MAXWELL DROKE, Publisher; W. K. GREEN, Business Manager. Subscription: \$5 per year in advance, in U. S. and Possessions. Two years, \$8. Your own and a gift subscription, \$8. Canadian, \$5.50; two years, \$9. Other Foreign, \$7 per year. Entered as Second Class matter at the Post Office at Indianapolis, Indiana, under Act of March 3, 1879. QUOTE uses no original manuscripts; does not accept advertising. Persons using material from QUOTE should give credit to the original sources. All unidentified items may be credited to QUOTE.



Droke House



CONSTRUCTION: Home builders who want a stone entrance-way can now buy pkg of some 35 pieces of stone, pre-cut and numbered so that ordinary bricklayer can fit them together. The pkgs, available in a doz patterns, are produced by Conco Bldg Products, Inc. of Mendota, Ill. (*Newsweek*)

HORTICULTURE: Planting of tailor-made lawn simply involves rolling out of cellulose roll containing seeds, fertilizer, and hormones. Method prevents washouts, assures perfect seed distribution, and prevents ravaging of seeds by birds. Comes in rolls 20 x 2½ ft; said to grow equally well in sunny, shady, or terraced areas. (*Financial Post*)

HOUSEHOLD APPLIANCES: Wire bottle circulator for refrigerator works like this: When fresh milk bottle is inserted on one side of center partition, already-stored bottles move on rollers toward the other side so oldest bottle comes to front 1st. (*Pathfinder*)

INVENTIONS: Automatic door-mat wipes off shoes, rings doorbell, turns on porch light. (*Grit*)

OFFICE APPLIANCES: Indexing device for record cards of standard or special sizes holds them on plastic revolving spool. Entire mechanism requires no more space on office desk than ordinary telephone. Cards, quickly inserted or removed, have both faces visible at same time. (*Science Service*)

SAFETY DEVICES: For night-time strollers — tiny glass beads, called Scotchlite, are now being spun into cotton belts, gloves, hats, which shine like ghostly apparition in glare of headlights. (*Ruby Juster, INS*)

RESPONSIBILITY—25

Some men grow with responsibility while others just bloat.—*Swanson Newsette*.

RUSSIA—Foreign Policy—26

Russian foreign policy: "A riddle wrapped in a mystery inside an enigma."—WINSTON CHURCHILL, quoted in *Liberty*.

SABBATH—Observance—27

A Chinese preacher used this illustration: "It came to pass that a man went to mkt with a string of 7 coins. Seeing a beggar who asked for alms, he gave the poor man 6 of the coins and kept 1 for himself. The beggar, instead of being thankful, followed the good man and stole the 7th coin also. What an abominable wretch! Yes, and would you, to whom God has given 6 days, steal the 7th also?"—*Presbyterian*.

SAFETY—Inventions—28

The 1st emergency cord for trains was devised by E A Ayres, a conductor on the Erie Ry, after numerous mishaps due to lack of communication between the locomotive and the cars it was pulling. Ayres strung a ball of twine thru the cars of his train, suspended the cord with staples and attached the end to a piece of wood on the floor of the locomotive cab. "When you see that hunk of wood hop off the floor," he told the engineer, "you know it's time to start or stop — whichever we ain't doing at the time." — HOWARD WHITMAN, *The Tragic Road to Safety*.

SPEECH—Speaking—29

In this world of free speech, every living soul is theoretically entitled to say what he thinks. Leigh Mitchell Hodges suggests a moderate curb. His idea is that each of us should wear a button about the size of a silver dollar on which would be printed the words: "What I am about to say represents one two-billionth of the opinion of the world."—*Enos Magazine*, hm, Enos Coal Mining Co.

TEMPER—30

No matter how fashions change, ruffled tempers will never be in style.—*Youth's Companion*.

TRAVEL—31

It isn't how much you've traveled or where you've been that makes

you wise and cultured. It's what you've seen and heard and understood and appreciated. — JERRY FLEISCHMAN, *Phoenix Flame*.

TRUST—32

An old Chinese philosopher was asked what was the greatest joy he had found in life. "A child going down the road singing, after asking me the way," was the reply. Even you with lightning minds will not get all the juice out of that one on the 1st squeeze.—*KVP Philosopher*.

You Tell on Yourself

You tell on yourself by the friends you seek, by the very manner in which you speak; by the way you employ your leisure time, by the use you make of dollar or dime.

You tell what you are by the things you wear, by the spirit in which your burdens you bear; by the kind of things at which you laugh, by the records you play on the phonograph.

You tell what you are by the way you walk, by the things of which you delight to talk; by the manner in which you bear defeat, by so simple a thing as how you eat.

By the books you choose from the well filled shelf—in these ways, and more, you tell on yourself. So there's really no particle of sense in an effort to keep up false pretense.—*Insurance Woman*. 33

VISION—34

One cold, windy day in the late spring, a snail started to climb a cherry tree. Some sparrows in a neighboring oak enjoyed a good laugh at his expense. Finally one flew over and addressed the snail, "Say, you sap, don't you know that there are no cherries on this tree?" The little fellow didn't pause as he repl'd out of the corner of his mouth, "But there will be when I get there!" — WEBB B GARRISON, *Your Life*.

WOMEN—Fashion—35

Instead of all this dither about women's skirts, why not apply this simple old rule: Skirts should be wide enough for hubby to hide behind and long enough for children to cling to.—STERLING McCaw, *Norfolk (Neb) Daily News*.

"It will merely be some winter weather"

In promoting Cycles, The Science of Prediction by EDWARD R DEWEY and EDWIN F DAKIN, the publishers (Holt, \$3) assert that the book "establishes the ground for a completely new approach to the economic problems of our era." If the authors' premises are sound (and the book is well documented) this is hardly an exaggeration. For it suggests a means by which we may predict with scientific accuracy economic conditions for yrs to come. It is well to keep in mind that "cycle" and "circle" are parallel terms. When a cycle is completed within a regular time interval, over and over again, we have rhythm. It is these rhythms that the authors discuss in objective detail. They provide the key to prediction. Many regular cycles are considered in this work. We are here concerned with the "54 yr Cycle" which is now in its concluding phases.

Jos A Schumpeter (Professor of Economics, Harvard Univ) believes that each 54-yr cycle may be identified by its association with some particular economic influence. He calls the cycle beginning in the late 1700's that of industrial revolution. The one that followed saw development of the steam engine and the railroad, to a point where the cycle changed habits of men everywhere. The latest one, which began around 1898, Schumpeter has associated with electricity and the automobile.

It is interesting to wonder whether the new 54-yr cycle (which, if this hitherto fundamental pattern continues, will begin about 1952) is again to be associated with some great change in our living patterns...

The data we have for rhythms, with so many declining in concert after 1947, do undeniably suggest a difficult period of adjustment for the short-term future. There is no reason to assume... that the rhythms will act differently just because political gov't, instead of the business man, now dominates the American economy. There is equally no reason to assume that gov't planning by gov't administrators will prevent rhythmic depressions, any more than planning by bankers and businessmen can.

Our knowledge, however limited, is at least adequate to suggest that American business should not indulge in optimism on this score, and should prepare for distinctly leaner economic pickings in the postwar decade. Even businesses that see every "reason" to expect a boom should be sure of sound grounds for their optimism.

Countless numbers of American businessmen do have rhythms of their own which seem more or less independent of the dominant eco-

nomic rhythms of the nation. There are many businesses on record that made their highs in 1930, and some even in 1931. Similarly, the presidents of large and successful corporations have been heard to say privately that depressions were periods in which their companies had made the greatest relative gains...

The probabilities, of course, are of a different nature. They suggest that every businessman and every responsible head of a family should be looking ahead economically with great caution as the late forties approach. They suggest the rise of problems in gov't, as well as in business mgt, which will require the height of wisdom to solve.

The same rhythms that suggest caution in planning for the late forties also foreshadow various new opportunities opening up in the fifties, of a kind such as our nation's youth may hopefully anticipate. However difficult the interim, it will not be the economic end of our world, as those caught in economic panic are sometimes inclined to think. It will merely be some winter weather. We cannot choose the course of the weather, but we can at least be thoughtful in preparation when we note that the barometer is beginning to fall. If the rhythms are ultimately confirmed by events, in their indications that the immediate postwar era will bring our economy into some hard sledding, we can take renewed hope in the very rhythm of the winter's coming. It will help confirm the knowledge we have gained that our economic rhythms do have patterns that can be projected—patterns that assure us that we shall also see, not too long hence, a new economic spring.



Plain Sermons

JAS WHITCOMB RILEY, the beloved "Hoosier Poet," died just 31 yrs ago this wk. A master of dialect as well as nature verses, Riley will long be remembered for his characterizations of the simple folk of every day life, and for the thread of homespun philosophy in the understanding of human nature which winds thruout his many works.

This selection is from The Complete Poetical Works of Jas Whitcomb Riley. (Garden City)

I saw a man—and envied him beside—
Because of this world's goods he had great store;
But even as I envied him, he died,
And left me envious of him no more.

I saw another man — and envied still—
Because he was content with frugal lot;
But as I envied him, the rich man's will
Bequeathed him all, and envy I forgot.

Yet still another man I saw, and he
I envied for a calm and tranquil mind
That nothing fretted in the least degree—
Until, alas! I found that he was blind.

What vanity is envy! for I find
I have been rich in dross of thought, and poor
In that I was a fool, and lastly blind—
For never having seen myself before!

GOOD STORIES

You Can Use

A farmer was driving past an insane asylum with a load of fertilizer when an inmate called to him:

"What are you hauling there?"

"Fertilizer," repl'd the farmer.

"What are you going to do with it?"

"Put it on my strawberries."

"You ought to live here. We get sugar and cream on ours."—*Home Life.* a

" "

If you want final proof that a peek at a lady's ankle in the crinoline days was more exhilarating to males than the current over-exposure: Ellen Drew, in chorus-girl briefs, caused not a ripple when she appeared on *The Man From Colorado* set. A few days later, she appeared on the same set in a flowing costume of the 1860's. She raised her dress to step over a prop, flashed an ankle, and the resultant wolf-whistles hurt the eardrums.—*A P Dispatch.* b

" "

There is a lady operating a boarding house down in Ala who has a simple, silent, but most effective method of collecting money from delinquent boarders.

A new arrival at this lady's establishment noticed at supper that one of the boarders had one fork too many beside his plate, and seemed to be acutely embarrassed over the circumstance.

"Why is he so disturbed over the extra fork?" the new boarder whispered to the gentleman beside him.

"Oh, that's how the landlady collects past due board bills," was the laughing explanation. "When she puts that extra implement beside a plate it simply means: 'Fork over.'"—*Wall St Jnl.* c

" "

"Is your husband much of a provider, Malindy?"

"He ain't nothin' else, ma'am. He gwine to git some new furniture, providin' he gits de money; he gwine to git de money, providin' he go to work, he gwine to go to work, providin' de job suits him. I never seen such a providin' man in all mah days!"—*Christian Observer.* d

I LAUGHED AT THIS ONE

I F STONE

Author, *Underground to Palestine*

At one time, 33 people, including myself, were to be smuggled over the border in the upper Jordan Valley. The moukhtar, or village chieftain, had been paid to help 30 people thru. When the underground party arrived he lined them up, counted them and hesitated when he came upon the extra 3 people.

After some deliberation, the moukhtar finally said, "Well, we'll let 3 go in illegally."

A little boy from the crowded tenement section of a large American city was sent to the country to stay on a farm for the summer. His 1st day there, he sat on a little stool beside the farmer's wife as she plucked a chicken. He watched the operation gravely for some time. Then he spoke: "Do you take off their clothes every night, lady?"—*Swanson Newsette.* e

" "

A noted scientist was queried by a society matron: "Doctor, can science give us any assurance that the split atom can be controlled?"

"It is doubtful," he said. "In 6,000 yrs we have failed to control the animated rib, resulting from a split Adam."—*Advance.* f

" "

Greenwich Village, N Y, is now the scene of a price adv war. Our favorite hamburger haunt has done a booming business there for many yrs, on no advertising—just good beef, rolls, catsup and solid word-of-mouth promotion. But a competitor moved in around the corner, replete with plate glass, fancy woodwork and a large sign in front: "Prexy's, the Hamburger with the College Education, 25¢."

Prexy's, with its 25¢ educated hamburgers, promptly stole all the business and left our place barren.

Then our man—realizing at long last that he must merchandise or fail—struck back viciously. He now has a sign in his window which reads: "The Hamburger with the High School education, 15¢." — *Tide.* g

" "

A temperance worker in Ireland was lecturing on the evils of drink. One by one he listed them, until he came to the climax of his peroration. Then he cleared his throat and shouted, "Drink is undoubtedly the greatest curse of the country. It makes ye quarrel with your neighbor. It makes ye shoot at your landlord. And it makes ye miss him." — JOHN E DONOVAN, *Woman.* h

" "

Meat is so high that Betty Reilly accepted a dinner invitation from someone who merely said, "I have a bone to pick with you."—*EARL WILSON, syndicated col.* i

" "

Rob't Trout, CBS commentator, has unearthed an educational note in the contract-signing practices of illiterate business men in the Middle East. Heretofore they pricked their finger with a knife and then marked their thumb print in blood on the document. But now they've discovered the American fountain pen and when an illiterate Arab recently had to sign a document he fumbled with his loose gown ... and brought out a fountain pen. He carefully squirted ink all over his thumb and then indorsed the contract with his thumbprint. — *LEONARD LYONS, syndicated col.* j

" "

A man who had been poor all his life made a fortune almost overnight and began to splurge in almost every direction at the same time. One of his greatest joys consisted of inviting old cronies up to see his sumptuous new estate. "Come and see the grounds," he boasted to one of them. "I will show you my 3 swimming pools."

"Three swimming pools," echoed

the friend. "Isn't that a bit excessive?"

"Not at all. One has cold water, one has hot water, and one has no water at all."

"One with cold water I can understand," conceded the guest. "I can even see a reason for one with hot water. But what's the idea of a swimming pool with no water at all?"

The host shook his head sadly. "You'd be surprised, Joe," he confided, "how many of my old friends don't know how to swim."—BENNETT CERF, *Sat Review of Literature*. k

One girl to another: "Of course I had to tell her she looked like a million—and I meant every yr of it!"—BEN ROTH, *Howe Fulcrum*, hm, Howe Scale Co. l

My little nephew, in the 2nd grade, had just rec'd a sound "warming" for using the top of the garage for a "look-out" tower. His mother explained: "I don't like to spank you, dear. You were doing something, tho, that might have hurt you terribly if you had fallen. Mother spanked you because she loves you so much."

After a thoughtful moment, the young lad retorted: "I'll sure be glad when I grow big enough, Mother, to ret'n your love!" —MRS FAYE SUMMERS, *Magazine Digest*. m

A man had been complaining to an acquaintance in his office that he was not lucky in finding attractive women to take out. His friend said, "You ought to try my dodge. Drive up late one afternoon to Westport, and wait at the station for the train to pull in. The wives will be waiting to drive their husbands home, and there are always one or two husbands who miss the train. Ask one of the girls for a date and she'll be so wild at her husband for missing the train that she'll accept like a shot."

The man thought this a grand idea, and set out the very next evening. Impatient when he got to Stamford, he thought: "Why

should I go any farther? There's a station here; I'll try my luck." So he waited for the next train, and sure enough the men got off and drove away with their wives, and one lovely girl was left over. He asked her to have dinner with him and she accepted. They dined and wined and danced, and went back to her house for another drink or two. Just as things were getting exciting, the husband entered unexpectedly and started shouting abuse at his wife. Suddenly he noticed the man, who was attempting to sneak out the door.

"So it's you, you skunk!" he belted. "I told you Westport, not Stamford!"—TATLER & BYSTANDER. n

The 12-yr-old offspring of a friend confided that he had an ever-increasing worry. The kid's been signing his father's name to his report cards ever since the 3rd grade, and last term the teacher wondered why his dad's writing seems to be improving.—HY GARDNER, *Parade*. o

A large florid-faced man wearing a black hat and string bow tie apologetically proffered 3¢ and a \$5 bill to a bus driver. "Think I can change a five spot?" snapped the bus driver. The passenger looked up and down the bus. Other passengers looked away. A little white haired lady fumbled in her purse and proffered a dime. The florid-faced man reluctantly took it and paid his fare. Tipping his hat, he said, "If you get up to the capitol, look me up. I'm Sen McKellar."—WALTER SNEAD, *WNU*. p

When Geo Kaufman was shown the huge chicken house on the farm of a Bucks County neighbor, he was speechless. When the farmer finally asked, "Haven't you anything to say?" Kaufman cracked, "Yes, CHICKENS OF THE WORLD UNITE!"—IRVING LAZAR. q

One of the hazards that besets any anecdotist, or raconteur — if you want to be fancy—is the risk of repetition. One fellow we heard of, a salesman down in Fla, has a neat way of forestalling that "I've

WISECRACKS

OF THE WEEK



You can always tell a hick town. That's where the Sunday paper can be lifted with one hand. — JOHN (PERRY MASON) LARKIN.

A girl isn't necessarily an artist just because she paints and chisels. —Cactus News, hm, Southwestern Petroleum Co.

If a man holds his nose to the grindstone for 40 yrs his children may turn theirs up.—Banking.

EPITAPH: A description of the dead. EPITHET: A description of the living.—Cincinnati Inquirer.

True love begins at a waterfall and ends over a leaky faucet. —Judge.

A Hula-Dance is a wild waist show. — Parts Pups, hm, Genuine Parts Co, Atlanta, Ga.

heard it before" response to a story. He plays safe by saying: "If you've heard this story don't stop me because I'd like to hear it again."—Counter Points.

The lady of the house was entertaining her bridge club when the pattering of tiny feet was heard on the stairs. She raised her hand for silence. "Hush," she said softly, "the children are going to deliver their good-night message. It gives me a feeling of reverence to hear them..."

There was a moment of silence—then shyly, "Mama, Willie found a bedbug." — Nat'l Canvas Goods Mfrs Review.

It happened in a Hollywood kindergarten: "Now children," said the teacher, "can any of you tell me of a greater power than a king?" And a little boy cried eagerly, "An ace!"—IRVING HOFFMAN, *Hollywood Reporter*.



Let's Declare War on Ignorance
—CHAS LUCKMAN, *Talks*, 7-'47.

If our country can afford to spend \$20 billion a yr on recreation, tobacco, alcohol, soap, and beauty preparations, it can afford to ante up an addit'l 3 billion for the knowledge and understanding so vital to the perpetuation of our democratic way of life. If we can't afford this cheapest of defenses then we should cut down on the consumption of our comforts and luxuries! As a mfr, I say that I would rather sell 15% less of these comforts, which include my own products, if this must be the price for providing the youth of our country with a passport to a good education...

It is a shocking fact that today over 3 million American children of school age are not in school, and an addit'l 2 million are in schools where they are receiving an inadequate, substandard education. Thus, 1 child out of every 6 school-age youngsters is being disenfranchised by our apathy and selfishness. This condition is of vital significance to the colleges of our nation because the future of higher education is inextricably tied to the quantity and quality of the cross-road schools...

An inventory of our plant facilities for education reveals that we now have about 209,000 primary schools, 29,000 secondary schools and 1,750 colleges serving approx 30 million young people between elementary and college ages. We also know that room is needed for approx 4 million more.

A production exec, in analyzing the facts, would discover that the nation's primary and secondary school equipment is generally operated only 42 wks a yr. He would say: "By operating that

equipment 52 wks a yr, I could process 20 to 25% more students and thereby solve my problem." We can eliminate the century-old habit of long summer vacations by admitting their probable value to the younger children, but that for the older children they could be shortened and staggered thruout the yr.

This same type of urgent thinking must also be appl'd to college plant equipment problems... We ran our industrial plants in 'round-the-clock operations for 5 yrs to win the war on Fascism. We certainly should be able to run our educational plants half way 'round the clock to win the war on ignorance.

" "

Instinctive Intelligence

With laboratories being set up for research into everything from molecules to public opinion, we sometimes get the feeling that the microscope and the test-tube have reduced man himself to the status of a calculating machine.

No less a scientist than "Boss" Kettering, dean of researchers, warns that "the trouble with education is that it discounts instinctive intelligence." As a case in point he tells about the "old hound dog who could trot down a road where a doz people had walked and turn off on a lane and go straight to a house where his master was visiting. He did that by smell and he had no college degree."

But even a college degree doesn't entirely dissipate the "instinctive intelligence" that humans share with other animals. One classic example is Kekule, a distinguished prof of organic chemistry who taught at Darmstadt a century ago. One night in a dream Kekule

had a vision of how the atoms were arranged in the chemical molecule of hexamethylbenzene. It was a radical idea at that time. Nobody accepted it as much more than a convenient graphic method of representing the chemical behavior of benzene.

About a yr ago, Dr Maurice L Huggins, of Eastman Kodak Research Laboratories, managed to take a picture of the hexamethylbenzene molecule. Scientists were amazed and delighted to discover that the photograph corresponded to the shape of the commonly used chemical formula which Kekule had long ago perceived by instinctive intelligence.

Perhaps the laboratory itself is just another instance of man's instinctive intelligence. There he tests his visions and records them for the use of other men. The hound, in contrast, leads a dog's life. For lack of laboratory facilities, the art of smelling out a master still has to be learned anew by every dog in his day!—*Research Viewpoint*, Esselen Research Corp'n.

This WACKY WORLD

Sign at Oak Ridge: "If you must smoke, do so. Then leave by the exit that will suddenly appear in the roof."

" "

Spokesman for Hudson Bay Co which recently shipped cargo of refrigerators for Eskimo settlements in Arctic and sub-Arctic territory: "These people want everything that city dwellers have. They learned about refrigerators over the radio."

" "

Mrs WILLARD PALMER, Grand Island, Neb, victim of wind which whisked hat from her head, lauding jeep driver who gave chase, scooped up headpiece and ret'd it: "I was glad to have the gentleman in the jeep prove that chivalry is not gone—only changed."

